

"Our New Home Is
FIREPROOF"

Roberta Weeks



OUR new home is fireproof," Roberta Weeks proudly asserts, "and it's the most livable home we ever owned, too!"

The residence she mentions is northwest of Des Moines, Iowa, in a charming wooded section. It's the home of Leo Weeks, Des Moines manufacturer, where he enjoys life with his happy family—his wife, Roberta; his son, James; and his daughter, Martha.

This modern home was designed by Amos B. Emery, a well-known Des Moines architect. It's in the \$5,000-to-\$7,000 class, having been built to replace a much more expensive residence recently destroyed by fire.

It's a concrete home; it's . . . but Mrs. Weeks wants to tell you about it. Turn to page two.

Mrs. Weeks enjoying the roof terrace of her fireproof home



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GREETINGS

*When in dreary ashes the big house lay
The fire insurance provided a way
To build this fireproof house so gay
We hope you will visit us here some day.*

—Roberta Weeks

AND now that you have accepted Mrs. Weeks' cordial invitation to visit her new home, which is pictured on the opposite page, you will be interested in her story.

"Right there—that concrete garage floor—is all that's left of the old house!" she points out as you near the new fireproof home. "The rest went up in smoke and down in ruins, but we do not have to worry about that happening to the new home.

"And that garage floor may have had something to do with our choice of materials for this new house. Notice the walls of the new home—they're concrete, too, and I know they won't burn, because the old garage floor didn't!

"Our architect, Mr. Emery, calls this wall construction *concrete masonry*. It's not really new, he says, but many people think it is. Its interesting treatment in this modern home, though, is comparatively new. It's called *concrete ashlar*.

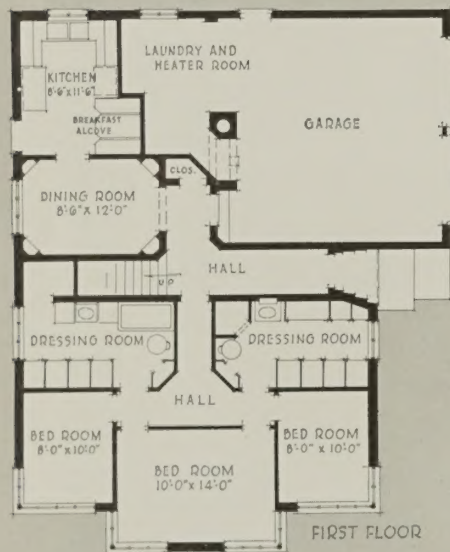
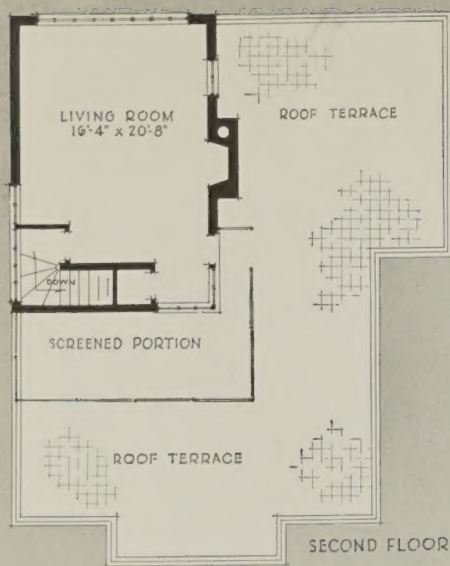
"Look closely at the walls—they're built with concrete units all of one size. The white finish is portland cement paint. When we have to clean it—and that won't be very often—a hose will do the job.

"How do you like the exterior? We like it. It's quite modern, but we think it's an interesting, practical departure from the conventional. I think Mr. Emery did a good job, don't you?

"Now we'll go inside."

O U R N E W H O M E I S F I R E P R O O F





FLOOR plans, which Mrs. Weeks describes, are shown at the left. These, with the verse quoted on page two and an architectural sketch of the house, were made up into a folder which the Weeks' family mailed to friends last Christmas.

"Here," continues Mrs. Weeks, "are the plans. You may want to look at them.

"All of our living quarters, except the living room, are on the first floor. This floor, by the way, is one of the reasons for this home being fireproof. It's concrete and won't burn, and so is the second floor.

"There's the entranceway, and right next to it is the two-car garage. Then we have an entrance hall, which you see here, and a service hall. Turn to the left for the sleeping quarters, straight ahead for the stairs to the living room, and to the right for the dining room.

"When we turn left, after entering the house, we can walk directly into our room. And on one side of it is Martha's room, and James' room is on the other.

"We have two bathrooms, too. We call them *dressing rooms*, for that's what they really are.

"Our dressing room has many built-in features, including a tub with shower, a dressing table, wardrobe and similar conveniences. One thing we wanted to do

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and did, when we built this house, was to make it a comfortable, convenient place in which to live.

"The men's room has a shower stall instead of a tub; built-in chest of drawers instead of a dressing table.

"Notice the many window openings in the bedrooms? We like that feature.

"Now let's inspect the hall and then go into the dining room."





POINTING to the walls of the hall, Mrs. Weeks asks your opinion of the decorative treatment. "How do you like the wall finish?" is her question.

"We like it," she says, "because it's different. These inside walls are concrete masonry like the outside walls. Colors are modern, too—like the construction—and the blue and silver combination is striking. I can't help being proud of it!

"When we first talked about having the walls built without plaster or wall paper, I'll admit I was a little dubious. But I wish more people could see the wonderful way it worked out.

"There's a checkerboard pattern right inside the front door and then you can see the alternate bands of blue and silver that complete the decoration. The paint is applied directly to the concrete walls.

"And we have the same treatment in the dining room. Let's go in there!"

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AT THE left, a photograph illustrates the attractive dining room of the Leo Weeks residence. It's a modern, colorful room.

"Blue and silver paint," continues Mrs. Weeks, "are used on these walls.

"There are four built-in cabinets—one in each corner of the room—and these also are concrete—that is, with the exception of the doors and shelves. You see, we tried to make nearly everything fireproof, and I think we succeeded, don't you? All window sills and the baseboards throughout the house are concrete, too.

"The carpet in the dining room—and in all the other rooms—is cut to fit, bound at the edges, and laid over carpet padding. These really are like loose rugs, but they fit the room.

"No, they're not tacked down, because I want to be able to move them out at house-cleaning time!

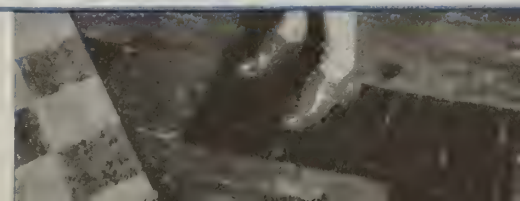
"Between the dining room and

kitchen there's a breakfast nook. Martha, my daughter, likes it and for that matter we all do.

"And the kitchen is just what I wanted. It's a conveniently arranged room, with all the modern built-in features, and I don't know when I've had an easier time preparing meals!"



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HERE is a picture of the master bedroom and, on the next page, is an interesting view of the living room. Mrs. Weeks describes both of these rooms.

"We call this *Roberta's and Leo's room* and distinguish the other bedrooms as *Martha's room* and *James' room*.

"Wall paper is used on the walls. This is applied to insulating wall board which is nailed directly to the concrete masonry walls. You see, I was underfoot all the time the house was being

built and, being a former newspaperwoman, I found out about these things!

"Ceiling treatment and lighting fixtures are simple. Do you know that we spent less than \$1,000 for furniture, rugs and interior decoration, including the lighting fixtures? That's what these things cost, and the saving was due to the fact that we had so many built-in conveniences. There's very little furniture in any of the rooms, but we have enough.

"I like the bedrooms and all the rooms, but my real *pride and joy* is the living room, with its screened porch and the roof terrace.

"Now we're on the second floor and in the living room. The floor under your feet is concrete, covered with tile, and the walls are concrete masonry, finished with wall board and wall paper.

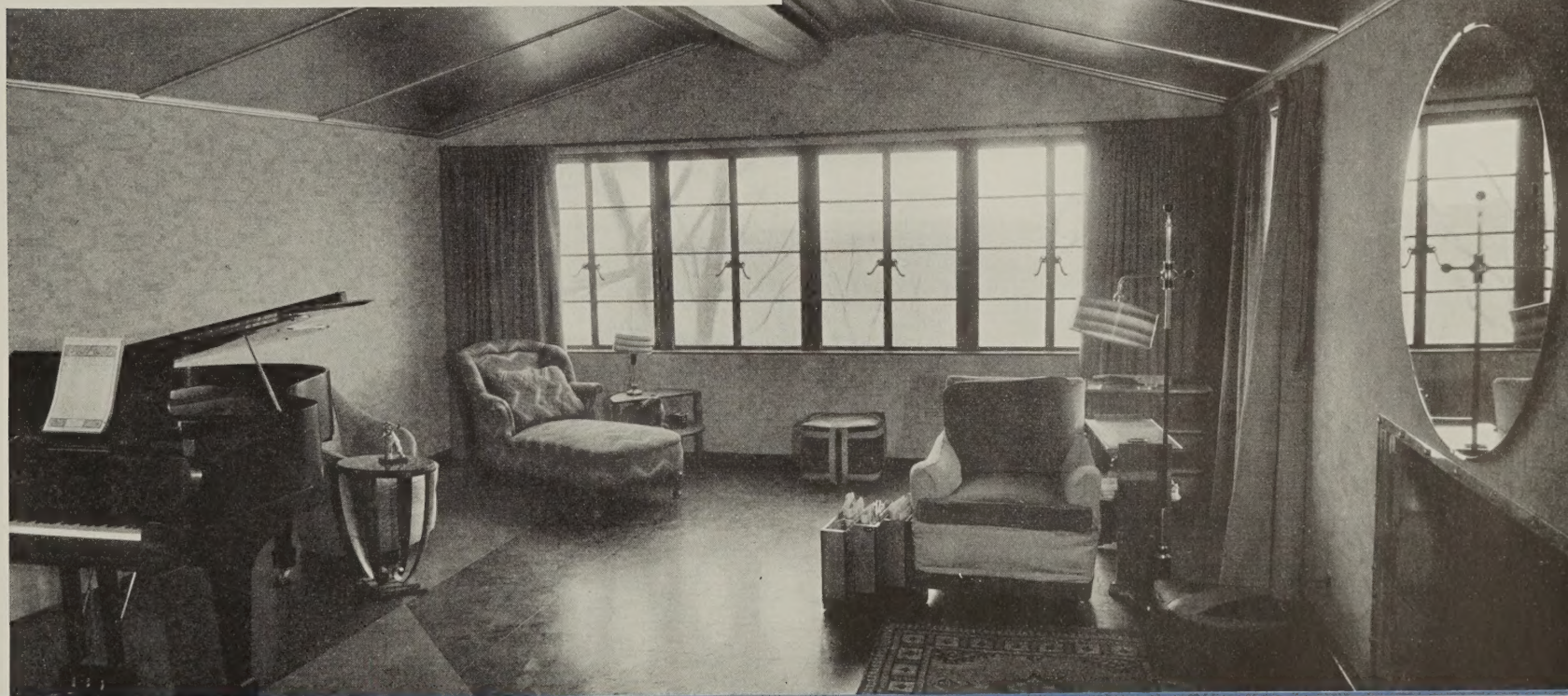
"Aluminum finished wall board forms the ceiling here, just as it was used in the dining room and halls. How do you like the lights? See, first we have red, then blue, then green, then yellow, and now white lights! They're all concealed in that hollow aluminum beam, and we can change lighting effects to suit our moods or clothes!

"Now that you have seen the house, I hope you like it. We built it, you know, after our \$30,000 home burned down, but I wouldn't trade this new one for three like the old.

"We enjoy living here. It's warm in winter and cool in summer. Somehow this fireproof home is more livable than any we have ever owned. Enter-

taining guests is simpler, keeping house is easier and we are all much happier.

"Our new home is fireproof, and I know now that *it pays to own a fireproof home!*"



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A RESIDENCE FOR
LEO WEEKS, ESQ.
DES MOINES IOWA
AMOS B. EMERY, ARCHITECT

ILLUSTRATED here is a sketch made by Amos B. Emery, the architect, when he planned the Leo Weeks home.

Compare this rendering with the photograph of the finished fireproof home. This comparison shows how adaptable concrete materials are to architectural design.

Consider concrete—portland cement concrete that is fireproof—when planning your new home. The Portland Cement Association will send additional information free upon request.

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PORTLAND CEMENT ASSOCIATION
33 West Grand Avenue
Chicago, Illinois

